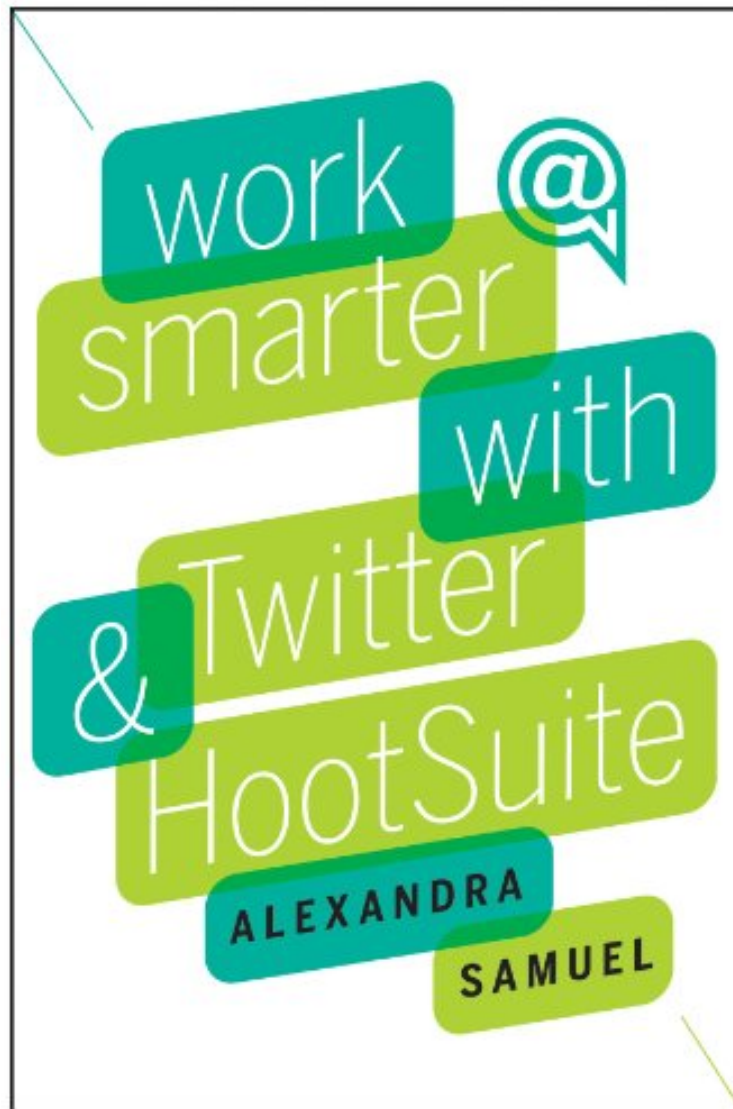


Work Smarter with Twitter and HootSuite

Alexandra

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Alexandra : Work Smarter with Twitter and HootSuite before purchasing it in order to gage whether or not it would be worth my time, and all praised Work Smarter with Twitter and HootSuite:

1 of 1 people found the following review helpful. good info in easy formatBy DominicoArtistI got some great kernels of info and a few tricks I will use right away. Enjoyed it and I will be reading the Evernote one next4 of 4 people found the following review helpful. Excellent Twitter how-tos and tipsBy Eden SpodekI thoroughly enjoyed reading "Work Smarter with Twitter HootSuite", the second in the "Word Smarter" series by Alexandra Samuel. Although I've been using Twitter since early 2007 and HootSuite for several years, I found there were lots of tips and tricks valuable to people at all experience levels, including how to get the most out of HootSuite. But don't expect a tutorial on how to

set up a Twitter account, learn how to do that on your own first. Samuel is so forthcoming about sharing from her own experience with the tools as well as that of other professionals. For anyone looking to manage a Twitter account on behalf of their client, organization or their own business more efficiently, this is a must-read. As Samuel says, "Voila! A nice healthy Twitter feed is yours, in two hours a week," and she gives step-by-step instructions on how you can make it so. Note: tools and apps change and/or come and go quickly, some of them may not exist by the time you read this eBook, regardless the overall insights still apply.

Work Smarter with Twitter and HootSuite

1 of 1 people found the following review helpful. Bringing Focus to the Twitter Experience

By Paula E. Kiger

I love Twitter and use it for professional networking, personal entertainment/support, and informational needs (such as weather alerts and local traffic advisories). Alexandra Samuel's book helped me understand how to be a more focused and effective twitter user. This book struck an even balance between approachability and technically specific talk. In discussing Twitter lists, for example, she recommends transitioning from having someone on a list to actually following them "so that you can build real relationships with them." On the more technical (to me, at least) front, Alexandra Samuel provided easily understandable methods and strategies for posting and scheduling tweets. In her words, "a Twitter feed that builds your reputation and relationships without chaining you to your Twitter client 24/7" is possible, but it takes forethought. I really agreed with the mini case study that was presented, discussing how a business saw a tweet regarding their product that posed concerns about the product's origins in China. The business responded, established a dialogue with the original tweeter, and proceeded to have a business relationship with the organization. As someone who sees "negative" tweets mishandled by businesses and individuals every day, I was happy to see the point made that Twitter can help problems be resolved rapidly and can help repair situations that would fester in less real-time environments. Lastly (and here is another example of the balance between the technical and the personal), Alexandra Samuel discusses how one of her Twitter lists includes "lovable people I know entirely online. This is a pure, gut-level feeling." As a Twitter user, I feel the same way. You can tell a lot about a person in 140 characters. I am grateful to Alexandra Samuel for helping me get even more out of a social network that has brought me a great deal of enjoyment and knowledge.

Note: this book goes into detail about the use of the HootSuite Twitter client to help organize the Twitter experience. I am not a current HootSuite user, so I focused this review more on Twitter itself. I do believe this e-book would be helpful to a Tweeter who chose to use HootSuite.

Yoursquo;re on Twitter but canrsquo;t keep up with the onslaught of incoming messages. Yoursquo;re also not sure how to extract value from this social media phenomenondash;especially as a professional tool. In *Work Smarter with Twitter and HootSuite*, social media expert Alexandra Samuel helps you take Twitter to the next level by using the free tool HootSuite, which allows you to focus on the people whose tweets matter to you and easily establish the relationships and presence you want. This short, practical book shows you the most effective ways to use this popular system to:

- Focus on the people and relationships that are the most important to you professionally
- Set up your own "relationship dashboard" to track tweets that matter
- Keep your incoming Twitter stream free of clutter
- Tweet the right messages at the right time
- and even schedule your tweets in advance

This ebook also includes a 30-minute quick guide to setting up your complete Twitter and HootSuite system for maximum ease of use. Interested in learning more about how social media can help you get ahead of your daily workdash;and get ahead in your career? Look for more in this series of short, digital books from Harvard Business Review Press and social media expert Alexandra Samuel. Other installments provide the best tips and tricks for using tools like Evernote, Twitter, HootSuite, and Gmail to get organized and improve your performance on the job.